

Tyler Pounds Field Airport

April 19, 2002



Original



DEPT. OF TRANSPORTATION
DOCKETS

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Tyler Pounds Field Airport

150 Airport Drive

Tyler, Texas 75704

903-531-1277

Fax: 903-531-1222

Email: airport@tylertexas.com

Website: www.tylertexas.com

Davis Dickson
Airport Manager

Proposal for:

Small Community Air Service Development Pilot Program
April 19, 2002

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2001 Operating and Financial Summary

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Exhibit 4.1 Air Service Market Area

Attachment A

Attachment B

Letters of Support

Tyler Morning Telegraph Article, April 17, 2002



CITY OF TYLER

212 North Bonner: P.O. Box 2039: Tyler, Texas 75710

April 18, 2002

Docket Operations and Media Management Division
SVC-124, Room PL401
Department of Transportation
400 7th Street, SW
Washington, DC 20590

Reference: Docket Order 2002-2-11 OST-2002-11590-1
Small Community Air Service Development Pilot Program

Dear Docket Operations Manager:

The City of Tyler in partnership with the Tyler Area Chamber of Commerce is pleased to submit this proposal for Tyler Pounds Field Airport in response to the Small Community Air Service Development Pilot Program.

The City of Tyler is seeking \$200,000 in federal funding to bolster air service at Tyler Pounds Field Airport and to attract at least one additional air carrier. The City of Tyler, as the sponsoring **government** entity, is committing \$25,000 in local resources toward this project. We have developed a three-step program to accomplish this goal:

- Develop an aggressive marketing campaign for Tyler Pounds Field Airport. We will utilize the University of Texas at Tyler to perform an air service research study. An outside consulting firm will be hired to develop a marketing campaign employing the results of the study.
- Offer short-term airline fee structures to attract more airlines, and hopefully, reduce fares.
- Develop a current local economic analysis, including the survey results, to market Tyler Pounds Airport to air carriers.

Should you have any questions or need further information, please contact Davis Dickson, Airport Manager, at 903-531-1277.

Sincerely,

Pinkney L. Butler
City Manager

Sponsor: City of Tyler
Name of Airport: Tyler Pounds Field Airport
Fiscal Year Ended 2000

Operating and Financial Summary

Operating Revenue

Aeronautical Operating Revenue

Landing Fees	\$ 51,117
Terminal/International arrival area rental or other charge	\$ 50,737
Apron charges/tiedowns	
Fuel/flowage fees	\$ 60,113
Utilities	
FBO revenue: contract or sponsor-operated	\$ 46,420
Cargo and hangar rentals	\$ 25,895
Security Reimbursement	
Misc. (Should not exceed 5% of total aeronautical)	
Other (Enter total here and add attachment)	
Total Aeronautical Operating Revenue	\$ 234,282

Non-Aeronautical Operating Revenue

Rent/land rental	\$ 1,247
Concessions	\$ 8,186
Parking	\$ 270,589
Rental Cars	\$ 152,695
In-flight Catering	
Interest Income	\$ 47,600
Royalties from natural resource sales	\$ 11,591
Misc. (Should not exceed 5% of total nonaeronautical)	\$ 6,518
Other (Enter total here and add attachment)	
Total Non-Aeronautical Operating Revenue	\$ 498,407

Total Operating Revenue \$ 732,689

(Non-Operating Revenue and Other Receipts)

Bond Proceeds

Proceeds from sale of property not subject to Federal obligations	\$ 28,970
Proceeds from sale of property subject to SPA/grant obligations	
Grant payments	\$ 1,349,770
Passenger Facility Charges	\$ 225,663
Other (Enter total here and add attachment)	

Total Non-Operating Rev. and Other Receipts \$ 1,604,403

Total Revenue and Other Receipts \$ 2,337,092

Operating Expenses

Personnel Compensation and Benefits	\$ 250,969
Communications and Utilities	\$ 88,976
Supplies, Materials, Repairs, Maintenance	\$ 136,872
Services (1)	\$ 160,640
Insurance and Claims	\$ 18,176
Government in lieu, permit, impact fees, etc.	
Misc. (Should not exceed 5% of total op expenses)	
Other (Enter total here and add attachment)	

Total Operating Expenses \$ 655,633

Non-Operating Expense and Other Fund Use

Debt Service Payments Net of Capitalized Interest	
Transfers to Reserves	
a.	
b.	
Total Transfers to Reserves	\$
Capital Expenditures	
E Capital Exp	\$ 24,371
b.	
Total Capital Expenditures	\$ 24,371
Other Non-Operating Expenses and Fund Uses	
a. Depreciation	\$ 95,377
b. Transfer to Grant Fund	\$ 1,273,162
E PFC Transfer to Capital	\$ 192,819

Total Other Non-Operating Expenses and Fund Uses \$ 1,561,358

Total Non-Op Exps and Other Fund Uses \$ 1,585,73

Total Expenses and Fund Uses \$ 2,241,38

REVENUE SURPLUS (LOSS) \$ 95,712

Guidance used for accounting (check one or more) GAAP: ☒ OMB Circular A-87

1) Services includes fees for other governmental services not included in other categories Cash basis ☐ Accrual ☐ Other ☐

1) compliance with section 47107(a) of the Title 49 United States Code and section 111(b) of the Federal Aviation Administration Authorization Act of 1994

Please complete this form in order to assist the public in understanding airport finances and the use of airport generated revenue.

I certify that the information on this form is true and accurate to the best of my knowledge and belief.

Authorized Representative

Chief Financial Officer

Title

3-30-01
Date

FAA Form 5100-125 (xx)

AGENCY DISPLAY OF ESTIMATED BURDEN

The FAA estimates that the average burden for this report form is 5 hours per response. You may submit any comments concerning the accuracy of this burden estimate or any suggestions for reducing the burden to the Office of Management and Budget. You may also send comments to the Federal Aviation Administration, Program Support Branch, ARP-11.800 Independence Avenue, SW, Washington, DC 20591. Attention: OMB Number 2120-0557.

Operating and Financial Summary

Please use Helvetica, 7 point font

Airport Name Tyler Pounds Field AirportFiscal year and date 2001Sponsor Name City of TylerLocation ID TYR

Sponsor Employer Identification Number

State TX

Consolidated Report? Enter (yes) or No

Date when AIP was last audited as a major program

Is this report based on audited information? Please enter (yes) or No

Summary of Revenues and Expenses

A. Aeronautical Operating Revenue

1. Landing fees
2. Terminal/International arrival area rental or other charge
3. Apron charges/tiedowns
4. FBO revenue: contract or sponsor-operated
5. Cargo and hangar rentals
6. Aviation fuel tax retained for airport use
7. Fuel sales net profit/loss or fuel flowage fees
8. Miscellaneous (not to exceed 5% of Aeronautical)
9. Other (enter total here and add attachment)

Total

\$	45,908
\$	23,168
\$	
\$	48,471
\$	28,118
\$	
\$	50,386
\$	
\$	192,018

B. Nonaeronautical Operating Revenue

1. Land and non-terminal facilities
2. Terminal - food and beverage
3. Terminal - retail stores
4. Terminal - other
5. Rental cars
6. Parking
7. Misc. (Should not exceed 5% of total non-aeronautical)
8. Other (Enter total here and add attachment)

Total

\$	867
\$	7,536
\$	
\$	19,739
\$	160,588
\$	268,437
\$	4,137
\$	6,697
\$	488,011

C. Nonoperating Revenues

1. Interest income - restricted and non-restricted
2. Grant receipts
3. Passenger Facility Charges
4. Other

Total

\$	55,571
\$	1,547,495
\$	188,780
\$	1,791,827

D. Operating Expenses

1. Personnel compensation and benefits
2. Communications and utilities
3. Supplies and materials
4. Repairs and maintenance
5. Contractual services
6. Insurance, claims and settlements
7. Misc. (should not exceed 5% of total op expenses)
8. Other

Total

\$	238,509
\$	97,769
\$	29,791
\$	67,523
\$	113,296
\$	18,176
\$	
\$	49,800
\$	612,865

E. Non-Operating Expenses

1. Interest expense
2. Other

Total

\$	
\$	
\$	

F. Depreciation

\$	613,008
----	---------

Net (Total A+B+C Less D, E and F)

\$	1,326,983
----	-----------

Other Financial Information

G. Reporting Year Proceeds

1. Bond proceeds
2. Proceeds from sale of property
3. Grants and other contributed capital
4. Other

Total

\$	1,820,435
\$	1,820,435

H. Reporting Year Expenditures for Projects

1. Airfield
2. Terminal
3. Parking
4. Roadways, rail and transit
5. Other

Total

\$	158,759
\$	1,910,368
\$	
\$	
\$	2,067,126

I. Reporting Year Debt Payments Incl. Interest

J. Indebtedness at End of Year

1. Bonds
2. Loans
3. Other

Total

\$	
\$	
\$	
\$	

K. Net Assets

\$	18,568,418
----	------------

L. Restricted Financial Assets

1. Restricted debt service reserve
2. Restrictions for renewals and replacements
3. Other restricted financial assets

Total

\$	660,000
\$	660,000

M. Unrestricted Financial Assets including cash

\$	17,944,470
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In compliance with section 47107(a) of the Title 49 United States Code and section 111(b) of the Federal Aviation Administration Authorization Act of 1994, please complete this form in order to assist the public in understanding airport finances and the use of airport generated revenue.

Airport Mailing Address:

I certify that the information on this form is true and accurate to the best of my knowledge and belief.

Signature

Printed name

Title

Daniel Crawford
Chief Financial Officer
3-12-02
903-531-1146

Paperwork Reduction Act Statement: The information collected on this form facilitates the submission of operating and financial summary data. Section 111(b) requires the Secretary of Transportation to issue a simplified format for reporting data applicable to airports to assist in public understanding of airport finances and to provide information concerning the amount of revenue surplus, the amount of concession-generated revenue, and other information required by the Secretary. The burden for each response is estimated to be 5 hours. Responses are required to obtain a benefit. No assurance of confidentiality is given. Please note that an agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB number. The OMB control number associated with this collection is 2120-0589.

AIRPORT
FY 2001-2002
FINANCIAL FORECAST
EXPENSES

	TOTAL FCST
SALARIES DEPT 0770	
0101 REG FULL TIME	204,162
0106 OVERTIME	4,031
0107 SEVERANCE	277
0108 EMP STABILITY	845
0111 CERTIFICATION PAY	595
TOTAL SALARIES	209,910
BENEFITS	
0201 TMRS	25,043
0203 FICA	12,712
0204 MEDICARE	3,015
0205 HEALTH	48,587
0206 DENTAL	2,157
0207 LIFE	322
0208 RETIRED EMP INS	17,621
0210 WORKERS COMP	4,529
0211 AUTO ALLOWANCE	3,600
0213 DISABILITY	1,584
0214 SECTION 125 PLAN	1,770
TOTAL BENEFITS	120,940
SUPPLIES	
0301 OFFICE SUPPLIES	3,181
0304 CLOTHING, DRY GOODS	1,000
0305 HAND TOOLS	3,527
0306 MOTOR SUPPLIES	5,705
0308 LAUNDRY, CLEANING, TOILET	12,992
0309 CHEM, MED, SURG SUPPLIES	300
0313 BOTANICAL & AGRICULTURE	3,471
0317 CHEMICALS, FLY CONTROL	1,500
0319 EMPLOYEE SAFETY EQUIP.	500
0321 EXP OFFICE EQUIPMENT	1,500
0325 LUNCHEONS/MEETINGS	3,250
TOTAL SUPPLIES	36,926
SERVICES	
0401 CONTRACT LABOR	38,975
0402 HIRE OF EQUIPMENT	5,480
0403 RENTS	6,807
0405 JANITORIAL	4,999
0406 SECURITY SYSTEM MONITOR	187
0408 SPECIAL SERVICES	3,000
0409 ADVERTISING	4,874
0410 DUES & SUBSCRIPTIONS	225
0411 TRAVEL	1,852
0413 EMPLOYEE TRAINING PROG	1,433
0418 EMP TESTING FEE	599
0420 EMP ASSIST PROG FEES	234
0423 AIRPORT PARK LOT MGT FEES	99,375
0456 LANDFILL DISPOSAL FEES	2,000
TOTAL SERVICES	170,039

AIRPORT
FY 2001-2002
FINANCIAL FORECAST
EXPENSES

		TOTAL FCST
SUNDRY		
0601	DEPRECIATION EXPENSE	
0621	UNEMPLOYMENT PREMIUM	565
0622	ELECTRICAL COSTS	52,000
0624	ROOFING REPAIRS	2,914
0626	JOHNSON CONTROLS ADM	18,420
0628	TECHNOLOGY COSTS	8,519
0629	PRODUCTIVITY PAY	15,805
0655	INSURANCE	16,176
TOTAL SUNDRY		116,419
UTILITIES		
0701	BASIC TELEPHONE	3,307
0702	LONG DISTANCE	502
0704	PAGERS	1,257
0705	CELL PHONES	1,116
0706	RADIOS	578
0707	POWER AND LIGHTS	25,738
0708	NATURAL GAS	3,761
0709	WATER/SEWER/GARBAGE	12,335
TOTAL UTILITIES		48,594
MAINTENANCE		
0601	BUILDING MAINTENANCE	19,990
0804	SANITARY SEWERS	250
0812	FENCES	5,938
0614	TAXIWAYS & RUNWAYS	10,613
0821	MAINT OF OFFICE EQUIP	150
0822	MAINT OF MACH & IMPLEMENT	4,728
0623	MAINT OF INST & APPARATUS	1,000
0624	MAINT OF MOTOR VEHICLES	12,323
0825	FLEET REPLACEMENT	16,860
0630	HEATING - COOLING SYSTEMS	4,324
0633	LIGHTING SYSTEMS	5,297
0834	SIGNS & STREET MARKINGS	600
0835	ELEVATOR MAINTENANCE	429
TOTAL MAINTENANCE		84,503
CAPITAL OUTLAY		
2508	STREETS & ALLEYS	500
2622	PARKING METERS	-
TOTAL CAPITAL OUTLAY		500
TRANSFERS OUT		
8002	INDIRECT COST ALLOCATION	49,800
TOTAL TRANSFERS OUT		49,800
GRAND TOTAL 0770		837,630

AIRPORT
FY 2001-2002
FINANCIAL FORECAST
EXPENSES

		TOTAL FCST
0771 CAPITAL DEPT SERVICES		
0408	SPECIAL SERVICES	35,000
0459	ARCHITECT/ENG FEES	26,713
TOTAL SERVICES		61,713
SUNDRY		
0608	UNAPPROPRIATED BALANCE	
0625	NEW A/C UNITS	
TOTAL SUNDRY		
MAINTENANCE		
0801	BUILDING MAINTENANCE	30,000
0803	FILTER & VALVES	
0833	LIGHTING SYSTEMS	72,367
TOTAL MAINTENANCE		72,367
LANDS		
2402	IMPROVEMENTS TO LAND	
TOTAL LANDS		
BUILDINGS, STRUCTURES & IMPROVEMENTS		
2508	STREETS & ALLEYS	
2525	RUNWAY IMPROVEMENT	
TOTAL BUILDINGS, STRUCTURES & IMPROVEMENTS		
EQUIPMENT		
2601	FURN, FIXTURES, EQUIPMENT	106,426
2602	MACH. TOOLS & IMPLEMENTS	3,000
2603	INSTRUMENTS & APPARATUS	
2604	MOTOR VEHICLES	16,750
2612	HEATING & COOLING	
2616	SIGNS & STREET MARKERS	124,373
TOTAL EQUIPMENT		144,123
CITY CAPITAL PROJECTS		
4916	TERMINAL CONSTRUCTION	113,781
TOTAL CAPITAL PROJECTS		113,781
TRANSFERS OUT		
8285	TRANSFER TO FUND 285	
TOTAL TRANSFERS OUT		
GRAND TOTAL CAPITAL DEPT 0771		278,203
PFC DEPT 0772 SERVICES		
0408	SPECIAL SERVICES	31,000
0459	ARCHITECT/ENG FEES	
TOTAL SERVICES		31,000
SUNDRY		
0608	UNAPPROPRIATED BALANCE	
0628	TECHNOLOGY COSTS	
TOTAL SUNDRY		
MAINTENANCE		
0812	FENCES	
0814	TAXIWAYS & RUNWAYS	
TOTAL MAINTENANCE		
TRANSFERS OUT		
8531	TRANSFER TO FUND 231	139,861
TOTAL TRANSFERS OUT		139,861
TOTAL PFC DEPT 0772		170,861
GRAND TOTAL ALL DEPTS		1,286,693

**AIRPORT
FY 2001-2002
FINANCIAL FORECAST
REVENUES**

	TOTAL FCST
321 Licenses & Permits	
5305 Parking Meters	5,389
Total Licenses & Permits	5,389
341 Use of Money & Property	
5503 Airline Facilities Rental	19,016
5508 Miscellaneous Rent	23,200
5526 Long Term Parking	201,082
5531 Distributed Interest	25,639
5540 Landing Fees	33,013
5541 Airport Restaurant Concession	6,819
5542 FAA Building Space Rental	18,740
5543 Car Leasing Agencies Rentals	130,493
5544 Agrucultural Leases	332
5545 Fixed Bases Operators Rentals	46,725
5546 Private Hangar Lease	26,118
5548 Interest Income on PFC's	869
Total Use of Money & Property	532,046
351 Current Service Charges	
5607 Airport Fuel Flowage	54,861
5612 Copying Fees	635
5640 Passenger Facility Charge	139,550
5698 Advertising Space Fees	4,268
Total Service Charges	199,314
361 Miscellaneous Income	
5701 Miscellaneous Income	2,365
5704 Oil Leases & Royalties	6,283
5721 Sale of Property	
Total Misc. Income	8,648
Grand Total	745,397

**CITY OF TYLER
TYLER POUNDS FIELD AIRPORT
PROPOSAL FOR THE
SMALL COMMUNITY AIR SERVICE
DEVELOPMENT PILOT PROGRAM**

AIRPORT AND COMMUNITY NAME:

Tyler Pounds Field Airport, Tyler, Texas
150 Airport Drive
Tyler, Texas 75704
Davis Dickson, Airport Manager
903-531-1277

ADDITIONAL COMMUNITY MEMBERS:

Airport Advisory Board

Loren D. Bennett, Chair
4910 Forestwood
Tyler, TX 75703
903-597-0021 (H) 903- 581-1674 (W)

Harvey A. Pickhard
3303 St. James Court
Tyler, TX 75701
903-533-9042

Kelly Walker
514 Elmridge Drive
Tyler, TX 75703
903-561-8989 (H) 903-561-6650 (W)

James C. Wynne, III
114 Republic Drive
Tyler, TX 75701
903-509-9795

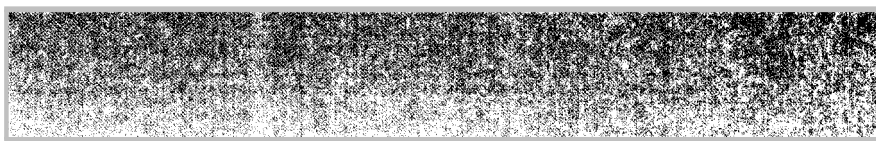
Kathleen Collum
4714 Gretna Green
Tyler, TX 75703
903-561-5494

Kenneth Hunnicutt
1214 Waterford Court
Tyler, TX 75703
903-581-7321 (H) 903-593-9424

Robert B. Hahn
621 Elmridge
Tyler, TX 75703
903-561-4436 (H) 903-561-9511 (W)



Existing Tyler Pounds Field



New Terminal Construction

Tyler Area Chamber of Commerce Aviation Committee (See Attachment A for full committee)

Jeff Warr, Chair
Warr Insurance
P.O. Box 7548
Tyler, Texas 75711-7548
903-509-1115

Tyler Economic Development Council

Tom Mullins
President and Chief Executive Officer
315 North Broadway
Tyler, Texas 75702
903-593-2004, extension 246

PROJECT SPONSOR:

City of Tyler
P.O. Box 2039
Tyler, Texas 75710-2039
Davis Dickson, Airport Manager
903-531-1277

PROJECT PROPOSAL:

Description of Existing Service

Tyler Pounds Field Airport serves Smith and surrounding counties in east Texas. Tyler, Texas is located approximately 90 miles east of Dallas and 100 miles west of Shreveport. Tyler Pounds Field Airport is served solely by American Eagle with 8 arriving and departing flights each day. American Eagle only offers service to Dallas-Fort Worth International Airport. Service is provided with 30-seat SAAB 340 Turbo Props. Once passengers arrive at DFW Airport, most national and international hubs are available.

Air Fares were recently researched from various locations for American Eagle to Dallas-Fort Worth. Fares from DFW, Tyler and Shreveport to various locations using both American Airlines and Continental were also compared. All prices were for 14-day advance purchase.

Non-hub Airfares Direct to DFW Airport

	Four-Day Trip to DFW	One-Day Trip to DFW
Tyler	\$149.00	\$349.00
Abilene	\$145.00	\$379.00
Killeen	\$148.50	\$166.50
Laredo	\$170.00	\$181.00
Longview	\$155.00	\$352.00
Midland	\$145.00	\$172.00
San Angelo	\$145.00	\$380.50
Waco	\$170.00	\$350.50

Current fares were researched for 14-day advance purchase and a three-night stay. A fare booked on April 10, 2002, to DFW was \$149. A fare booked on April 15, 2002, was \$266. Next

day trips were also researched. On April 10, 2002, a next-day, one-day trip to DFW was \$349. On April 15, 2002, the same trip for April 16 was \$425. Next day trips to Austin and Houston remained steady at \$244 and \$237 respectively.

It is notable that fares were reported much lower when competition existed at Tyler Pounds Field Airport. Enplanements at Tyler Pounds Field Airport were at an all time high in 1994 when ASA provided the same basic service to DFW as American Eagle. Many customers reported that airfares were very attractive during that period. In 1998, average fares from Tyler to Dallas were \$72, according to the 2000 Wilbur Smith Associates report *"Small Market Air Service Needs Assessment"* to the Texas Regional Air Service Task Force.

Airfares to Houston and Austin via American Eagle Airlines

	One-Day Tripto Austin		One-Day Tripto Houston-	
	Advance	Next Day	Advance	Next Day
Tyler	\$186.00	\$244.00	\$183.00	\$237.00
Abilene	\$176.00	\$218.00	\$477.00	\$477.00
Killeen			\$308.50	\$807.50
Lonaview	\$339.00	\$251.00	\$244.00	\$445.00
Midland	\$238.00	\$371.00	\$205.00	\$289.00
San Angelo	\$208.50	\$245.00	\$509.50	\$509.50
Waco			\$184.50	\$308.50

After the October 2001 suspension of service by Continental Airlines at Tyler Pounds Field Airport, unrestricted flights on American Eagle increased from \$181 to \$670. More recently it was determined that airfares from Tyler to LaGuardia, New York were \$2,464 for a three-day trip in December 2001. The Tyler Chamber of Commerce received a letter that same month from an incensed local businessman complaining that surcharges to connecting flights were \$400.

As of April 2002, fares have become more reasonable in what could be an effort lure more travelers to fly after September 11, 2001, (A three-day fare to LaGuardia is currently \$266) Stabilization of fares is needed to keep enplanements at acceptable levels. In summary, it is obvious that airfares fluctuate depending on the current market status and competition.

Comparison Airfares Using Tyler or DFW / Shreveport to Major U.S. Hubs

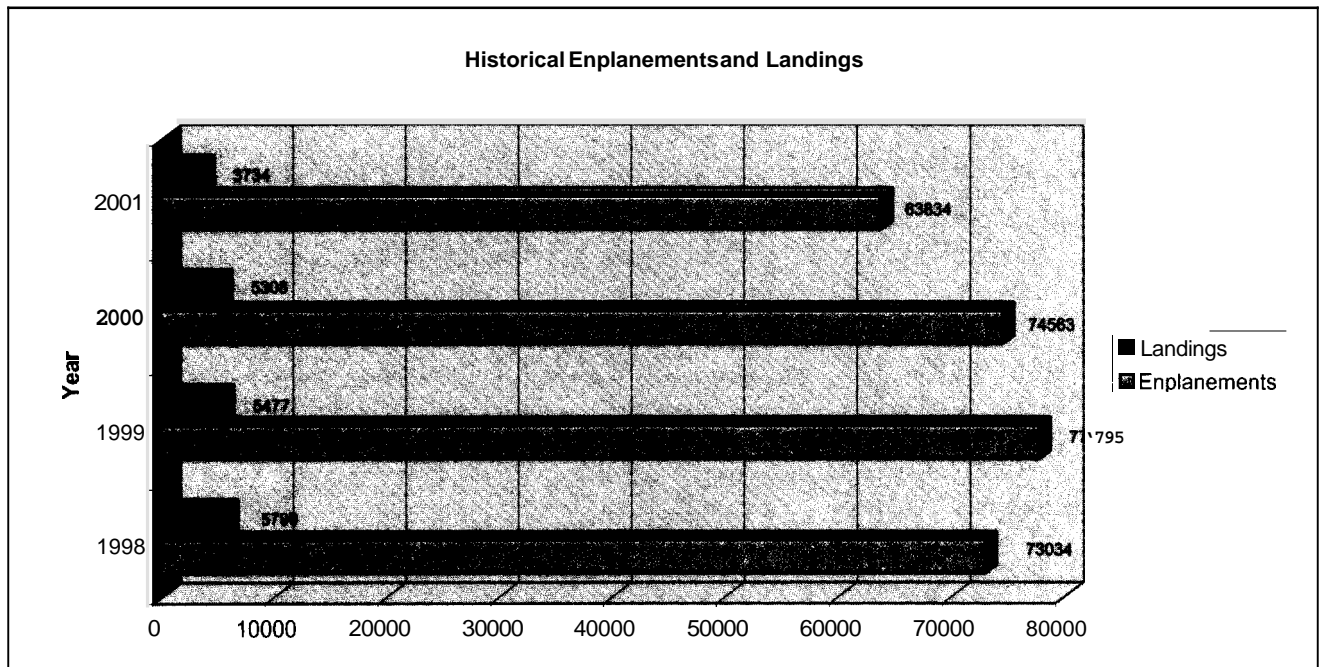
Four-Day Trips					
	American Airlines			Continental	
	Tyler	DFW	Shreveport	DFW	Shreveport
Orlando	\$318.00	\$215.00	\$329.50	\$257.00	\$288.00
Philadelphia	\$312.50	\$236.50	\$270.50	\$238.50	\$267.60
Denver	\$277.00	\$228.00	\$316.50	\$265.50	\$337.00
St. Louis	\$257.50	\$216.50	\$289.50	\$218.50	\$313.26
LaGuardia	\$276.00	\$235.00	\$277.00	\$237.00	\$274.00
Los Angeles	\$305.00	\$267.00	\$458.00	\$297.00	\$418.00

Historical Service

In 1998, Tyler Pounds Field had four carriers offering air service. Continental Airlines flew to Houston; American Eagle to DFW; Austin Express and Aspen Mountain Air flew to Austin. That year Tyler Pounds Field Airport experienced 73,034 enplanements and 5,799 actual landings. Prior to September 11, 2001, Aspen Mountain Air filed for bankruptcy and suspended all of its service within the state.

An especially interesting case is the suspension of service by Austin Express in December 2000. Austin Express slowly began Austin air service from Tyler Pounds Field Airport in January 1998. Average enplanements were 220 to 265 passengers per month. However, the management of Austin Express changed in January of 2000 and the idea of local advertising changed as well. Newspaper, radio and billboard advertising strategies were implemented by Austin Express and enplanements increased immediately. Within two months boardings almost doubled once their advertising campaign was in place. Unfortunately, the management of Austin Express changed their business plan in November of 2000 to only provide charter service. Commercial service to Austin was suspended December 30, 2001.

Tyler Pounds Field Airport was reduced to one carrier, American Eagle after Continental Express Airlines cancelled service October 1, 2001. The primary reason for Continental's suspension was from the impacts of September 11, 2001. The Tyler Economic Development Council estimates that the Continental suspension will have a \$2.14 million negative impact annually to the area.



Air Service Needs

Tyler, Texas, Smith County seat, is a regional center for manufacturing, retail, medical research, education, and medical services. Tyler serves a 14-county area with an approximate population of 745,000. The City of Tyler's population is approximately 85,000. Major employers include medical care, grocery distribution, air conditioning manufacturers, tire manufacturer and pipe casting. Tyler also is home to Texas College, Tyler Junior College and the University of Texas at Tyler. The following chart shows the 10 top employers.

Employer	Number
East Texas Medical Center / Medical Care	3,100
Trinity Mother Frances Hospital / Medical Care	2,800
Brookshire Grocery Company Grocery Distribution / Bakery	2,475
Tyler Independent School District / Education	2,200
The Trane Company / Air Conditioning Units	2,000
The Univ. of Texas Health Center / Medical Care & Research	1,371
The Kelly-Springfield Tire Company / Passenger Tires	1,246
Carrier Corporation / Commercial Air Conditioners	1,100
Tyler Pipe / Cast Iron Pipe, Iron Fittings	1,100
	950

Tyler Economic Development Council Community Profile, 2000-2001

In 2000, Wilbur Smith Associates completed a *Small Market Air Service Needs Assessment* for the Texas Regional Air Service Task Force. A survey was conducted on air service needs for the area. Respondents indicated that:

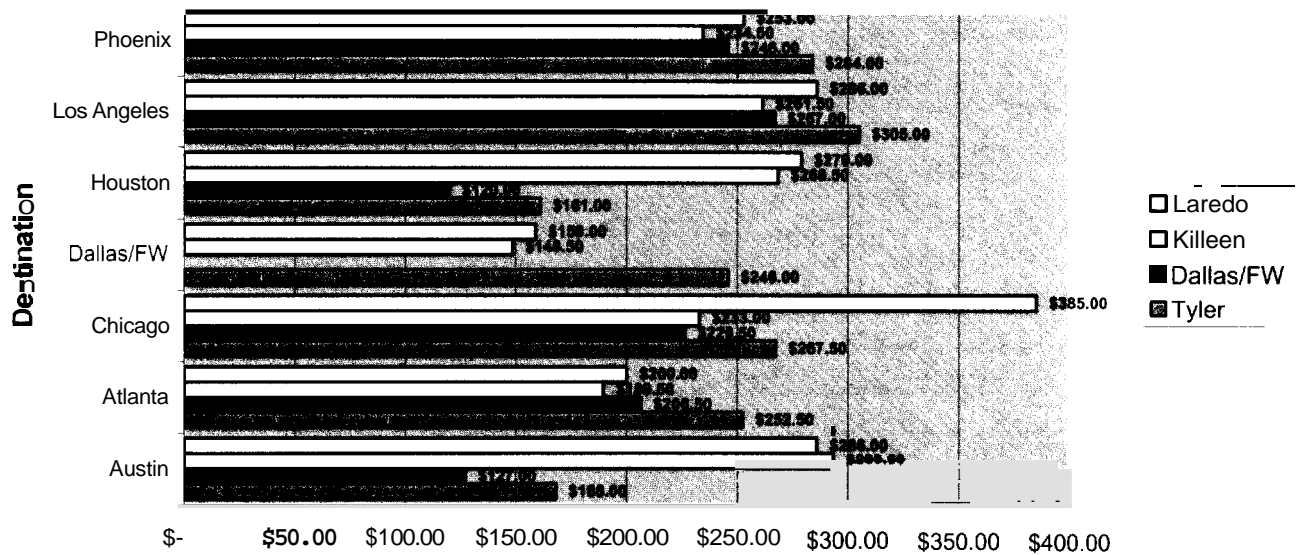
- Reliable air service is crucial.
- Having multiple gateway hubs is very important to area businesses.
- High fares result from having one airline and no competition.
- Regional jet service is feasible once capture rates reaches potential levels.

This study showed that Austin, Dallas, Houston-Intercontinental, Chicago and Atlanta were the top five destinations for flights originating in Tyler. This study estimated that Tyler's potential enplanements were 84,000 annually if air market services were improved. At the time of the study Tyler had three providers.

A travel agency survey conducted for that study indicated that 60 percent of air travel was pleasure. Half of origins were from Dallas, 26 percent were from Tyler and 20 percent were from Shreveport. Low airfares were the main reason for using an airport with reliability of service being the next important factor in determining from which city to fly. A comparison of current fares with Dallas/Fort Worth International Airport, Killeen Municipal Airport, and Laredo International Airport showed that Tyler Pounds Field is not experiencing disproportionately high fares at the moment (see graph on Page 6); but as stated on pages 2 and 3, fares fluctuate from week to week. To ensure the success of the East Texas air service, Tyler Pounds Field **must have** stable airfares and additional carriers. In addition the City of Tyler is currently constructing a more than \$15 million terminal facility scheduled to open in August 2002. Completion of this project will also be a major factor to air service success.

Business flyers experience the highest fares, especially for one-day trips falling within the next two weeks. This not only negatively impacts the airport, but the overall economy. While flying might provide time efficiencies, the additional cost makes it infeasible. Other negative economic impacts are realized in the tourism trade. The Tyler Area Chamber of Commerce and Convention and Visitor's Bureau estimate that they do not "bid" on approximately 250 conventions annually due to limited and unreliable air service. If the Bureau were able to get 10 percent of these conventions with 100 attendees, approximately \$750,000 in revenue would be generated annually.

Fare Comparison, 2-Week Advance Tickets, 4-Day Trip



Strategic Plan -- Air Service Development Action Plan

If this program is awarded to Tyler Pounds Field Airport, it will be the first major marketing effort of this magnitude to bolster air service in this region. The major goal of Tyler Pounds Field Airport is to attract at least one more air carrier for the new terminal and reveal the benefits of including our non-hub airport in their travel plans. It is not the intent to redirect passengers from other non-hub airports within overlapping service areas. To accomplish this, we are seeking funding for a three-prong approach to increase air service.

The immediate results of the program are to acquire additional service from the current airline and add at least one new airline within the program period as mentioned above. Competition will help in keeping more stable airfares for the near-term as well as the long-term. With additional air carriers, more ridership and community awareness of the resources available at Tyler Pounds Field Airport, the potentials to negotiate rental fees to meet the industry standard are more feasible. Furthermore, this activity will generate more revenues for airport businesses and result in improved revenue streams for the airport to reach economic self-sufficiency.

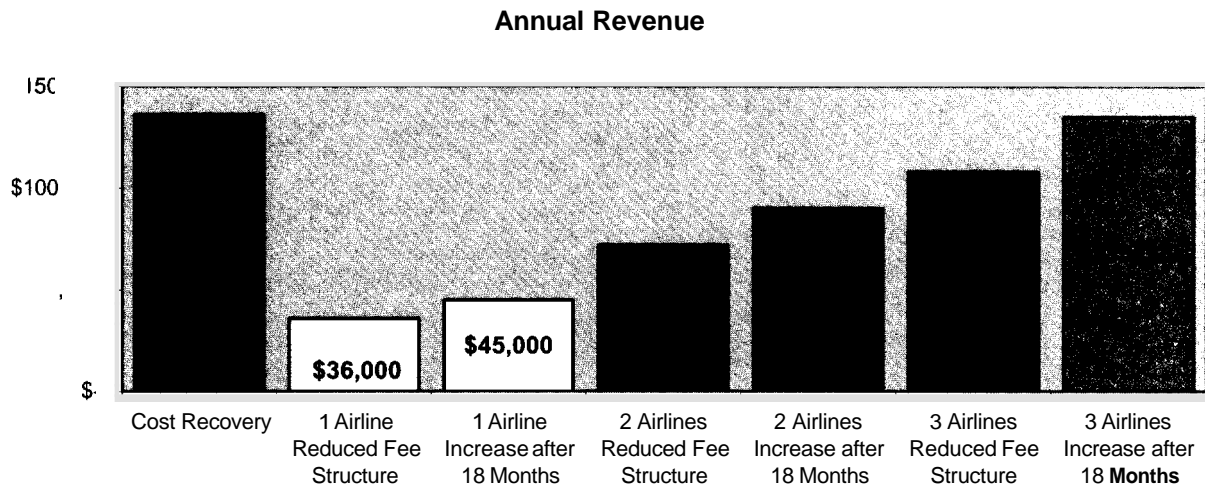
Fortunately Tyler Pounds Field Airport is in the final stages of construction of a new terminal facility. The project is planned for completion in August 2002 and will be ready for increased air service. About 35% of the project is funded by FAA Airport Improvement Program grants. This project was initiated due to forecasts contained in the airport's master plan, support of the public, and from the FAA. Results of the forecast indicated continual growth in the East Texas region requiring improved airport facilities.

The proposed approach to Tyler's program is as follows:

1. An aggressive marketing campaign to attract and educate the public on Tyler's available flights and the cost to drive versus flying. To develop the most effective campaign, Dr. Marilyn Young, Professor of Management at the University of Texas at Tyler, will conduct a local air service research study. Dr. Young proposes a telephone or mail survey of 600

travelers, personal interviews with 32 business leaders and personal interviews with travel agencies to determine leakage and measure air service deficiencies. Utilizing this data, Tyler Pounds Field Airport will hire an outside consulting firm to develop a marketing strategy aimed to increase airport usage by local travelers, including business and pleasure, and to attract tourists. Tyler Pounds Field Airport will joint venture with the Tyler Convention and Visitor's Bureau on campaigns to attract the tourist trade. We will leverage this funding with the Bureau's \$275,000 promotional/marketing budget. A follow-up study will be conducted six-months after the launching of the campaign to test its effectiveness.

2. Tyler Pounds Field will offer reduced airline fee structures to attract more airlines and possibly reduce airfares. The fee structure would be below the industry standard in the early months. However, with the addition of just two airlines, the cost center for airline related airport expenses will balance within 18 months.

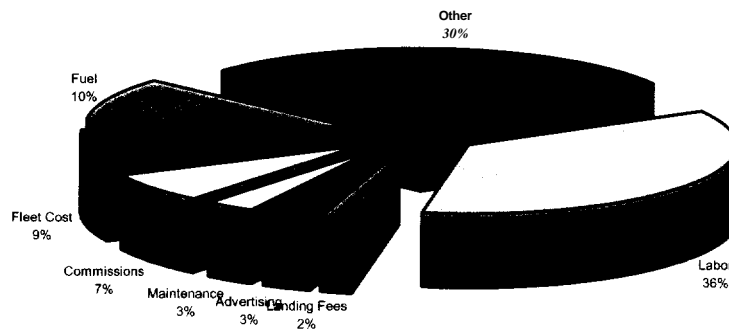


According to the 2000 Wilbur Smith Associates report *"Small Market Air Service Needs Assessment"* Air carriers set their airfares to cover the following:

- Direct costs associated with providing the service. These include the cost of the aircraft, fuel, maintenance, employees, landing fees and other associated airport expenses, etc.
- Indirect costs such as advertising and promotion, commissions, and administration.
- Sufficient return to finance future business development, ride out downturns in the economy, and provide a decent rate of return to owners and stockholders.

The real decline in yields is another reason why the airlines have gone to great lengths to control costs and only operate on the most profitable routes. The most important operating expenses in 1998 for major and national carriers are first, labor (36%), followed by fuel (10%), aircraft fleet costs (9%) and then travel agent commissions (7%).

Major and National Carrier Operating Expenses, 1998

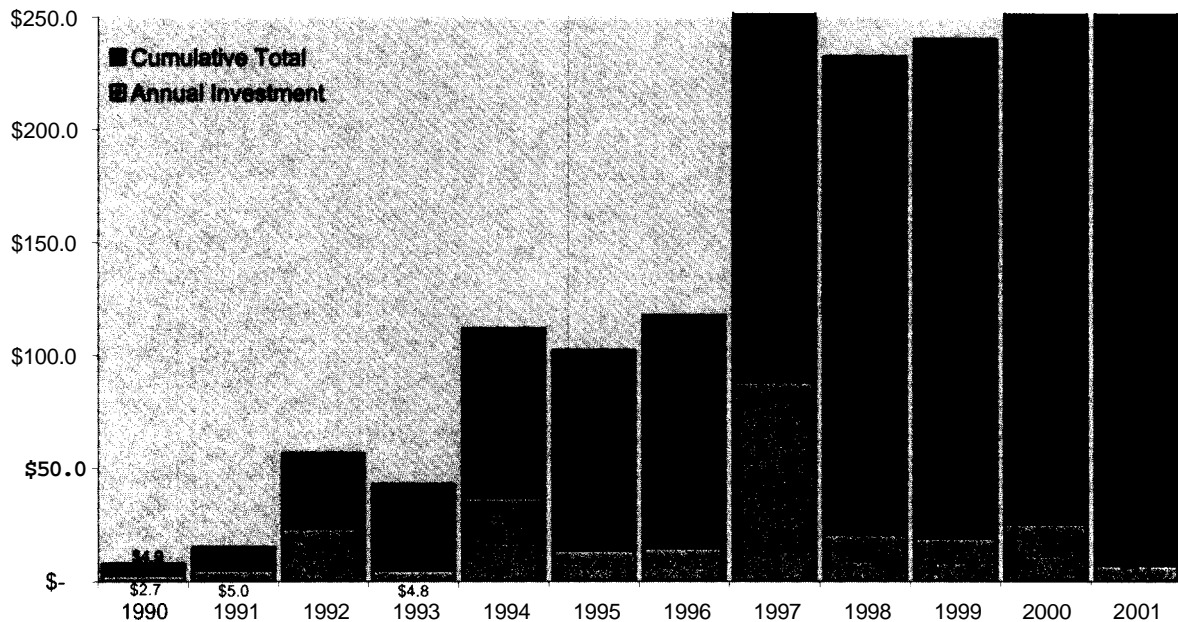


- Utilizing Dr. Marilyn Young's study, an updated local economic analysis will be developed to determine the air service needs and growth forecasts of area businesses and government agencies. This new data will be provided to current and potential airline(s) to encourage more service, non-stop destinations, frequency, and introduction of regional jets to our market. Tyler Pounds Field will work with our Chamber of Commerce Aviation Committee partners to market our airport to these carriers.

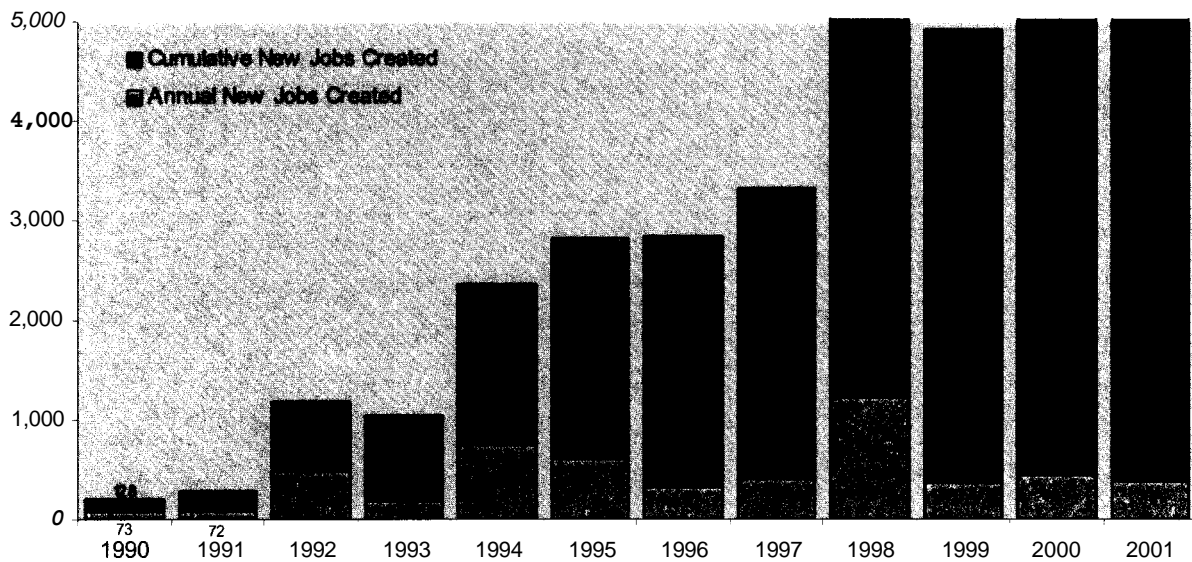
The following charts were taken from the Tyler Economic Development Council, which depicts Tyler's economic status.

INVESTMENT BY COMPANIES
Plant & Equipment

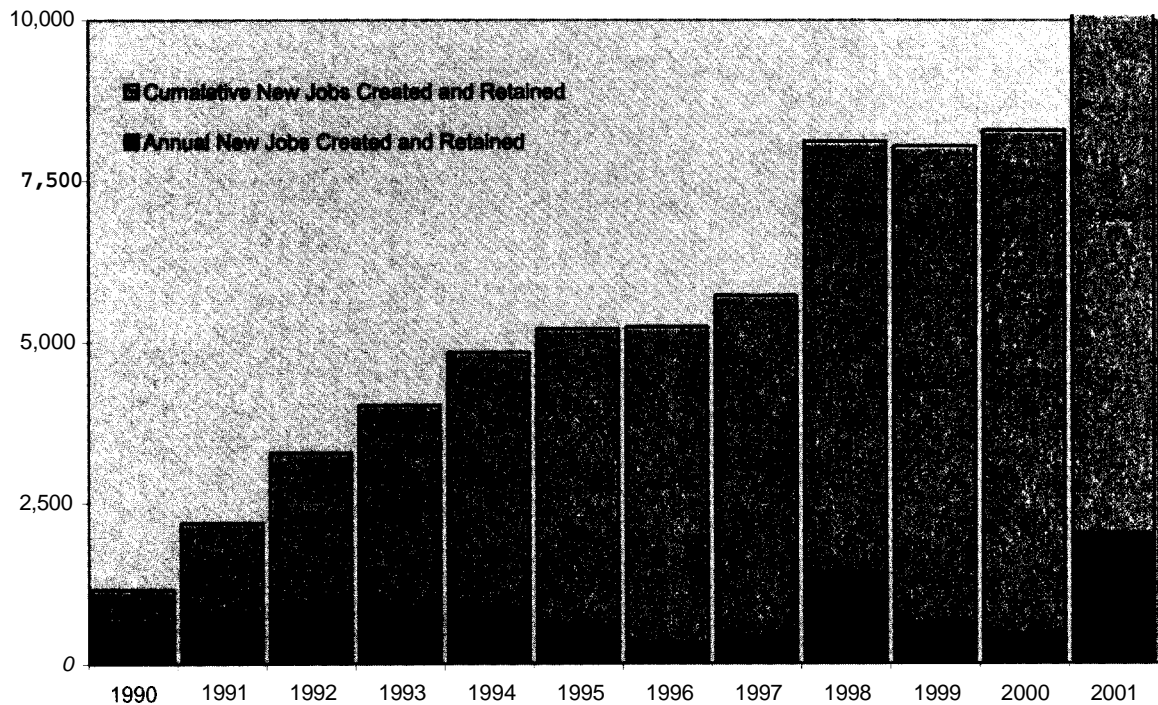
MILLIONS



NEW JOBS CREATED



TOTAL JOBS



Description of Public-Private Partnership

The City of Tyler and Tyler Pounds Field Airport will partner with the Tyler Area Chamber of Commerce to implement this program. The Chamber Board of Directors adopted a resolution to participate in the project on April 16, 2002. The City of Tyler will serve as the public entity to

receive reimbursement from the grant. Airport Manager Davis Dickson will be responsible to accept the reimbursements from the program.

The Chamber's Aviation Committee will assist in developing and implementing the marketing strategies and evaluating the effectiveness of the program. Annually, the Aviation Committee charts aviation-related activities for accomplishment and monitors the status of these quarterly. The elements of this program will be added to the Committee's annual work program.

The Aviation Committee was organized more than 25 years ago, and has supported Tyler Pounds Field Airport and aeronautic activities and businesses since its inception. The committee is comprised of 66 representatives of a wide variety of businesses as well as non-profit organizations. (See Attachment A.)

Funding Analysis

DESCRIPTION	AMOUNT
Initial survey	\$ 20,000
Follow-up survey	\$ 5,000
Terminal Airline Rentals Subsidy	\$100,000
Marketing Campaign: Develop marketing videos, brochures, billboards, radio spots and other advertising strategies Purchase air time and print space	\$100,000
Local Share: City of Tyler General Revenue or Hotel/Motel Taxes	\$ 25,000
State Share	\$ 0
Federal Share	\$200,000
Total Cost	\$225,000.00

Local Funding Assurances

- Adoption of Resolution to use \$25,000 of local general fund or hotel/motel tax dollars solely for community participation by the Tyler City Council once a grant is awarded.
- Airport funds are audited annually according to GAAP standards and will be available upon request.

Program Monitoring

As stated above, the Tyler Area Chamber of Commerce Aviation Committee will add the program elements to its annual work program. Progress will be monitored quarterly. Quarterly reports will be submitted to the Department of Transportation.

Critical milestones will include:

- Contracting with Dr. Marilyn Young within one month of grant acceptance. Dr. Young estimates the marketing survey will take two to four months to complete, depending on the time of grant award.

- Issuance of a Request for Proposal (RFP) from Advertising/Marketing Firms to develop and implement a marketing campaign within one month of grant acceptance. Hire firm within three months of RFP issuance.
- Commence marketing campaign within five months of survey completion.
- Initiate new airline lease structures in the summer of 2002 with incremental increases within 18 months.

These critical milestones will be tracked according to their completion within the proposed timeline. Additionally, marketing campaigns will be monitored for success by developing monthly enplanement/deplanement reports, announcements of new air service, and airport tenant activity reports. These reports will be distributed to the Tyler Area Chamber of Commerce Aviation Committee, Texas Department of Transportation and the U.S. Department of Transportation.

Evaluation criteria for increased ridership.

- 15% increase in enplanements by the fourth quarter of marketing campaign.
- A continued increase in enplanements for subsequent quarters.

Progress will be analyzed and reported as stated. If goals meet or exceed the criteria for increased ridership and service, the Texas Department of Transportation and the U.S. Department of Transportation will be notified that funding can be discontinued and the Tyler will continue this effort independently.

If these criteria are not within the limits established by the monitoring committee then additional proposals with status reports will be presented to the Texas Department of Transportation and U.S. Department of Transportation for negotiation of future temporary funding requests.

Target of the Marketing Campaign

Tyler's primary service area covers an eight county region that includes an overlap of service areas from a smaller non-hub airport located East of Tyler in Gregg County, Texas. The target of Tyler's campaign will focus on Smith County and counties located south, north and west of the Smith County line. Many of the counties south and north of Smith County have no air service and drive very long distances to reach a major hub airport. These counties are in critical need of reliable air service because of forecasted growth and will be the primary target along with Smith County. Counties immediately east of Smith County will not be included in the project to avoid diverting passengers in the service area of Gregg County Airport.

Tyler Pounds Field Airport will cooperate with the Tyler Convention and Visitor's Bureau to reach tourists outside our service area. The City of Tyler has two major tourist attractions each year, the Azalea Trail and the Rose Festival. We will participate in advertising these two events as well as our convention facilities with the Bureau.

Refer to Exhibit 4-1 for service area map.

Conclusion:

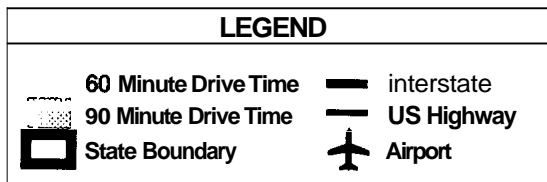
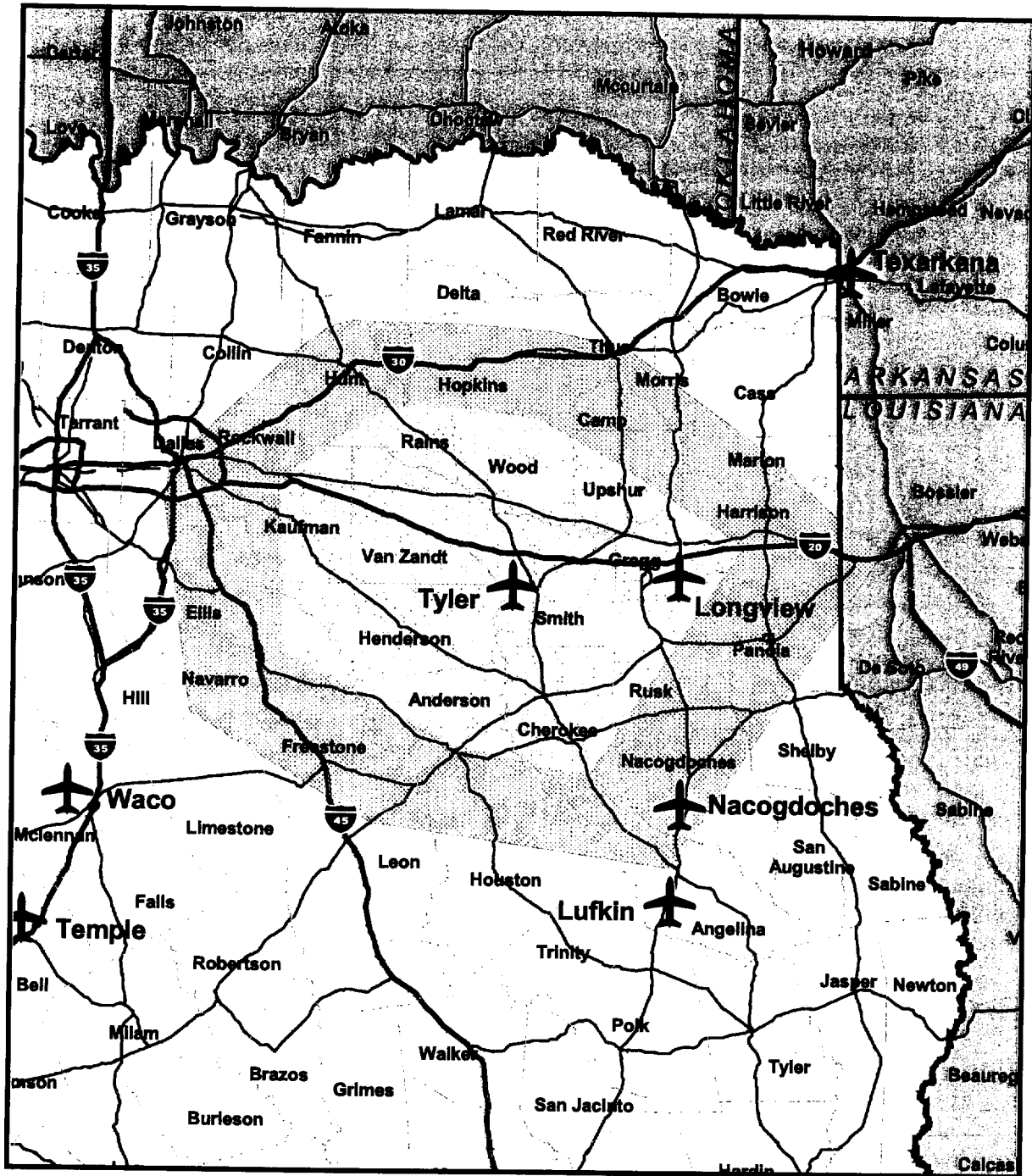
The Small Community Air Service Development Pilot Program will be a tremendous asset for Tyler and the East Texas region. Tyler, Smith County and surrounding counties have crucial goals for continued development over the next five years in the areas of medical research, medical care and industrial expansion. Air service enhancements as a result of this program will

greatly increase the prospect for our region to attract business and economic development opportunities that were previously lost due to unreliable air service at Tyler Pounds Field Airport.

In response to a widespread desire from the public to improve airport facilities, the City of Tyler began an aggressive project to construct a \$15 million new terminal building complex at Tyler Pounds Field Airport. The current terminal facility is 55 years old and was challenged to meet the goals of the region. **However the goals will not be met without the combination of the completion of the new terminal building coupled with an aggressive outreach program to enhance the area's air service.**

Funding for the terminal project was achieved through a partnership between the City of Tyler and the Federal Aviation Administration. The FAA has committed over \$6.2 million while the city contributed over \$1.1 million for this critical project.

Tyler's strategic plan, that includes the new terminal in unison with this proposed marketing plan, will stimulate the airport's economic self-sufficiency in the new terminal facility. Extremely positive impacts to the economy of the East Texas region are forecasted, and East Texas travelers will have improved opportunities for travel around the world. The Small Community Air Service Development Pilot Program is great opportunity for Tyler, Texas to meet these needs.



Attachment A
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2001-2002 Aviation Committee

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University of Arkansas, Fayetteville, Arkansas - Ph.D., 1974.

Major Area: Management. Minor Area: Marketing and Economics.

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TEACHING AND ADMINISTRATIVE EXPERIENCE

University of Texas at Tyler, Tyler, Texas.

Professor of Business Administration. 1983 to Present

Director of Small Business Institute 1985 to Present.

Associate Professor of Business Administration, 1974 to 1983.

Chair, Management & Marketing, 1981 to 1982

MBA Coordinator, 1978 to 1980.

University of Arkansas, Fayetteville, Arkansas, *Assistant Professor.* Taught at Little Rock Air Force Base and Memphis

Naval Air Station in the M.S. in the Operations Management Program. 1973 to 1974.

Southeastern Louisiana University, Hammond, Louisiana, *Assistant Professor.* 1971 to 1973.

University of Arkansas, Fayetteville, Arkansas, *Instructor.* 1968 to 1971.

Undergraduate Courses Taught:

Business Consulting

Statistics

Management of Organizations

Operations Management

Organization Theory

Marketing Research and Analysis

Organization Behavior

Organizational Development

Marketing and Society

Graduate Courses Taught:

Human & Organ. Behavior

Management Consulting

Organizational Management

Seminar in Business Research

Personnel Management

Independent Study and Internship

PROFESSIONAL MEMBERSHIPS AND ACTIVITIES

Academy of Management (1994 to present).

Association of Management (1992).

Decision Sciences Institute (1992 to 1995).

North American Case Writer's Association (1988 to 1996).

Small Business Institute Directors' Association (1988 to 1997).

Southwest Case Research Association (1995 to present).

Southwestern Federation of Applied Disciplines (1974 to present).

Association of Small Business and Entrepreneurship (1987 to present).

Western Decision Sciences Institute (1994 to 1995).

Association of Global Business (1999 to 2000).

AWARDS, HONORS, AND SPECIAL RECOGNITIONS

- President, UT Tyler Chapter, Beta Gamma Sigma, 1998-Present.
- Member, Advisory Board Committee, **Journal of Small Business Management** (1994 to 2000).
- Member, Editorial Review Board, **Journal of Business & Entrepreneurship** (1989 to 2000).
- Best paper award, **Association of Small Business & Entrepreneurship**, 2000.
- University of Texas at Tyler research grants: (1) : ESOPs (1987) (2) to study assistance and training needs of small manufacturers who desire to engage in international trade (1994); (3) Small business assistance needs (1998); (3) labor market longitudinal study (2000).

- College of Business Administration grants (1) comparison of male and female small business owner and need for information; (2) hidden employment (2000); and (3) organizational size and information sources (2001).
- Distinguished Case Award, U.S. Small Business Association, Regional (1989) (1992) (1993) (1995).
- Distinguished Case Award, U.S. Small Business Association, Dallas District (1988) (1989) (1990) (1992) (1995).
- Appointed to U.S. Small Business Association, Dallas District Advisory Council, Dallas, Texas (1990 to 1994).
- Distinguished Paper Award, Small Business Institute Directors' Association National Meeting, Washington, D.C. (1992).
- Appointed to Tyler Area Business Incubator Advisory Board (1990).
- Appointed to Tyler Women's Commission (1988 to 1990).
- Elected to Leadership Tyler Class III (1988).
- Honored by University of Texas at Tyler Library for research efforts on Colt Enterprises. (1988).
- AMOCO Nominee, School of Business Administration, University of Texas at Tyler (1987).
- Piper Award, U.T. Tyler (1979). Piper Award Nominee, School of Business Administration (1987).
- Beta Gamma Sigma, Sigma Iota Epsilon, The University of Arkansas (1971).

INTELLECTUAL CONTRIBUTIONS

Journal Articles

- Young, M. and C. Brenner, *Higher Education's Role As Small Business Resource: A Survey of Texas Colleges and Universities*, **Midwestern Business and Economic Review**, Midwestern State University, Bureau of Business and Government Research, Spring 2001.
- Young, M. and C. Brenner, *Needed Information and Assistance for Women Entrepreneurs: A Comparison with Male Small Business Owners*, **Journal of Business and Entrepreneurship**, no. 1, vol. 12. (March 2000).
- Young, M., S. Wyman, and C. Brenner, *Assessment of Small Business Perception of Needed Information and Assistance*, **Journal of Business and Entrepreneurship**, no. 1, vol. 11, (March, 1999).
- Young, M., *Assistance Needs and Perceived Barriers of Small Manufacturers*, **Midwestern Business and Economic Review**, Midwestern State University, Wichita Falls, Texas (Spring, 1998).
- Young, M. and G. Joyce, *A Contemporary Profile of Small Business Institute Programs: A Regional Analysis*, **Journal of Business and Entrepreneurship** (July 1992).
- Young, M. and G. Joyce, *Small Business Consulting: A Ten Region Analysis of Small Business Institute Programs*, **Journal of Small Business Strategy** 1990, Vol. 3, No. 1 (Spring 1992).
- Young, M. and T. Mullins. *East Texas Labor: Ready, Willing, and Able?* **Business Review**, Bureau of Business and Economic Research, University of Texas at Tyler, (Spring, 1990).
- Gullett, R. and M. Young. *A Colt Is Born: The Reopening of A Clothing Plant*, **The Employee Ownership Report**, Jan./Feb., 1988.

Published Proceedings and Presentations

- Woolridge, B., M. Young, & C Brenner, *The Explosion Of Information Available To Family Business: The Challenge Of Finding The Right Information For Effective Strategic Planning*, **Proceedings USASBE/SBDIA**, Orlando, (Feb. 2001).
- Young, M. and C. Crow, *Evaluation Of Assistance Programs Among Minority-Owned Small Businesses: An Empirical Study*, Southern Management Association Proceedings, **Orlando, (Nov. 2000)**.
- Young, M. and C. Brenner, *Needed Information and Assistance for Women Entrepreneurs: A Comparison with Male Small Business Owners*, **Association for Small Business & Entrepreneurship Proceedings**, (in best paper track), SWFAD, San Antonio, (March 2000).
- Young, M. and C. Brenner, *The Emerging Role of Higher Education in Promoting Entrepreneurship: A Survey of Colleges and Universities*, **Proceedings Association for Global Business**, 1999 Annual Meeting, Las Vegas, (November, 1999).
- Young, M., S. Wyman, and C. Brenner, *Assessment of Small Business Perception of Needed Information and Assistance*, **Association for Small Business & Entrepreneurship Proceedings** 26th Annual Meeting, Southwestern Federation of Administrative Disciplines, Houston, (March 1999).

- Young, M., et al, *An Examination of the Problems and the information and Training Needs of Texas Based Small Manufacturer Exporters*, **International Academy of Business Disciplines IABD Proceedings** International Conference, Orlando, FL, 1997.
- Young, M. and A. S. McCampbell. *Assessing Computer Training and Technology Allocation Decisions Criteria for Female Job Satisfaction*, **International Conference of Academy of Business Administration**, Athens, Greece, July, 1997.
- Young, M. and L. A. Toombs, *Strategic Planning Process in the Public Sector: Multiple Stakeholder Analysis*, **Third Biennial International Conference on Advances in Management**, Boston, Massachusetts (June 1996).
- Young, M. and A. S. McCampbell, *Computer Training and Appropriate Allocation: A Message to Small Business*, **Small Business Institute Directors' Association Proceedings**, San Diego, California (Spring 1996).
- Young, M., *Training Needs for Global Competition: A Survey of Manufacturers*, **Western Decision Sciences Institute, Proceedings**, Seattle, Washington (Spring 1996).
- Young, M., *An Examination into the Trade Barriers and Assistance Needs of Small Manufacturers*, **Western Decision Sciences Institute Proceedings**, San Francisco, California (April 1995).
- Young, M., *An Examination into the Trade Barriers and Assistance Needs of Small Manufacturers*, **Western Decision Sciences Institute Proceedings**, San Francisco, California (1995).
- Young, M., *A Regional Labor Market Study: A Valuable Tool for Public Planning for Economic Development*, **Advances in Management National Conference Proceedings**, Calgary, Canada (July 1994).
- Young, M. and J. Austin, *Total Quality Management Implementation: The Banking Industry*, **Western Decision Sciences Institute Proceedings**, Maui, Hawaii (1994).
- Young, M., *The Better Business Bureau: A Neglected Tool for Total Quality Management Implementation*, **1994 Small Business Institute Directors' Association Proceedings**, San Antonio, Texas (February 1994).
- Young, M. and M. Fischer, *Strategic Planning: Effective Methods for Gathering Citizen Opinions*, **The American Management Foundation & The Association on Employment Practices and Principles, Annual Conference Proceedings**, San Diego, California (October 1993).
- Young, M., *Effective Use of Computers in Small Business: The Need for Training and Assistance*, **Small Business Institute Directors' Association Proceedings**, San Diego, California (February 1993).
- Young, M. and M. Fischer, *Perceived Behavioral Skill Usage of Regional Managers: A Longitudinal Analysis*, **Decision Sciences Institute Proceedings**, Washington D.C. (November 1993).
- Young, M., et al, *Human Resource Planning: Case Studies of Part-Time Work Options*, **Association of Management Proceedings**, Las Vegas, Nevada (1992).
- Young, M. and M. Fischer, *City Strategic Planning: An Effort to Obtain Citizen Input*, **Decision Sciences Institute Proceedings**, San Francisco, California (November 1992).
- Young, M. and G. Joyce, *Organizational Structure and Operational Behavior of Small Business Institute Programs*, **Small Business Institute Directors' Association Proceedings**, Orlando, Florida (1991).
- Young, M. and G. Joyce, *A Partnership Cooperative with Business, Government, and Education: Small Business Institute Programs*, **American Association of Private Enterprise Association**, Nashville, Tennessee (1991).
- Young, M. and G. Joyce, *A Contemporary Profile of Small Business institute Programs: A Regional Analysis*, **Southwestern Small Business Institute Association Proceedings**, Houston, Texas (1991).
- Young, M. and R. Gullett *Toward Effective Implementation of Quality Management: A Case in Point*, **Proceedings, Academy of Management**, and SWFAD, 1990.
- Young, M. and T. Haragdon. *Marketing a Small Hospital Emergency Room in a Highly Competitive Environment*, **Symposium Digest, Academy of Health Services Marketing**, February 1989.
- Gullett, R. & M. Young. *The Measurement of Employee Attitudes and Productivity in an Employee-Owned and Unionized Firm*, Paper presented at **SWFAD Workshop** entitled *Employee Ownership: New Directions in Entrepreneurship*, Spring, 1989.
- Gullett, R. and M. Young. *Toward a Model of an Effective Operation of a Unionized and Employee-Owned Small Business*, **Southwestern Small Business Institute Association Proceedings**, SWFAD, 1989.
- Young, M. and R. Gullett. *Employee Stock Ownership Plans: A New Direction With Increased Opportunities*, **Proceedings, Women and Work Symposium**, U.T. Arlington, May 1988.
- Young, M. *Employer-Sponsored Child Care*, **Women and Work Symposium Proceedings**, U.T. Arlington, 1988.
- Young, M. and S. Crenshaw. *Computer Expertise: A Potential Source of Expert Power*, **Women and Work and Executive Summary**, U.T. Arlington, May 1986.
- Young, M. and J. Sellers. *Career Development-- Women in Accounting*, **Women and Work and Executive Summaries**, U. T. Arlington, 1984.

Cases:

- Young, M. and Gullett, R. Restore—Habitat for Humanity, **North American Case Research Association (NACRA)**, Memphis, 2001.
- Toombs, D. Grider, H. McClum, & M. Young, *Have It Delivered*, **Southwest Case Research Association Proceedings**, New Orleans, 2001.
- Young, M. *DentAll*, **North American Case Research Association (NACRA)**, San Antonio, 2000.
- Young, M. *El Charro*, (SWCRA), **Southwest Case Research Association Proceedings**, San Antonio, 2000.
- Young, M. *Cosmic Bowl and Fun Center*, **North American Case Research Association (NACRA) Proceedings**, Santa Rosa, CA, 1999.
- Toombs, L. & M. Young, M., *Shoplifting At Let's Net*, **Southwest Case Research Association (SWCRA), Proceedings**, Spring, 1999.
- Young, M., and G. Clendenen, *Tiger Missing Link*, **International Council of Advances in Management**, 5th Annual Conference, Baton Rouge, July, 1999.
- Young, M., *Power-up Computer and Business School*, **North American Case Research Association Proceedings**, Colorado Spring, Colorado (October 1996). Case in Essentials of Small Business Management, 2nd edition, Prentice Hall, by Zimmerer and Scarborough, 1998.
- Young, M. A Wage and Salary Study: A Dilemma, **Southwest Case Research Association (SWCRA), Proceedings**, Spring, 1998.
- Young, M., Conrad, A., and C. Gullett, *Computer Help Desk of East Texas*, **Proceedings of the Southwest Case Research Association**, San Antonio, Texas (March 1996).
- Young, M., *Mi Familia*, **Proceedings of the Southwest Case Research Association**, New Orleans, Louisiana, (1997). Case in Essentials of Small Business Management, 2nd edition, Prentice Hall, by Zimmerer and Scarborough, 1998.
- Young, M., *Is This Building Sick?* **North American Case Research Association**, Orlando, Florida (November 1995).
- Young, M. et al, *Harvest Organic Gardens (A)*, **International Academy for Case Studies Proceedings**, Allied Academies National Conference, Myrtle Beach, SC, April, 1998.
- Young, M. and P. Roberts, *CNG Marketing*, **Southwest Case Research Association**, Houston, Texas (1995).
- Young, M. and M. Fischer, *Flower Hill: Promising a Rose Garden*, **Decision Sciences Institute**, Washington D.C. (1993).
- Young, M., L. et al., *Southland Television*, **North American Case Research Association**, New Orleans, Louisiana (November 1992).
- Young, M., *Maybe the Cat is in the Bag*, **North American Case Research Association**, Atlanta, Georgia (1991).
- Young, M., R. Gullett, and M. Kroll. *Hands Around Our Jobs*, **NACRA Proceedings**, 1989; and printed in Wright, P., et al. **Strategic Management: Text and Cases**, (Allyn and Bacon, 1991)
- Young, M. and L. Toombs. *Do It Right the First Time*, **NACRA Proceedings**, 1990, Presented in Orlando, Fall 1990.
- Young, M. *The Promise of a Rose Garden*, **NACRA Proceedings**, 1990, Presented in Orlando, Fla., Fall 1990.

Applied Research

- Kilgore Wage and Benefit Survey*, published by Kilgore Economic Development Corp., 1997, 1999, 2001.
- Wage and Benefit Survey* published by Tyler Economic Development Council, Inc., 1997, 1999, 2001.
- Labor Market Survey* published by Tyler Economic Development Council, Inc., 1989, 1993, 1997, 1999.
- Labor Market Survey*, published by Kilgore Economic Development Corp., Inc., 1997, 1999.
- Labor Market Survey*, Lufkin Angelina Partnership and Nacogdoches Economic Development Corp, 1997, 2000.
- Small Business Assistance Study*, (A report on the role of higher educating on meeting the needs of small business in the areas of research, development, prototyping and commercialization of technology) Presentation to Texas Higher Education Coordinating Board, October 23, 1998.
- Tyler Chamber of Commerce, Tyler, Texas. *Air Transportation Study* (Resulted in the renovation of Tyler Pounds Field and larger planes implemented by Metro Airlines). 1979

Works in Progress

- Entrepreneurial Assistance By Higher Education: A Comparison Between Role Perception of Community Colleges And Universities.*

Information And Assistance for Small Business: A Comparison Of Firm Size And Income.
The Role of Higher Education and Government in Providing Information for Small Business Strategic Planning.
An Examination Of Information Sources And Assistance Programs Available To Minority-Owned Small Businesses
The Role of Higher Education And Government In Providing Information For Small Business Strategic Planning
Research Methodology of Labor Market Study: A Tool for Economic Development.
Human Resource Planning: An Examination of Hidden Unemployment and Worker Underutilization.
Entrepreneurial Education according to Type of Institution: A Survey of Colleges and Universities.

ADMINISTRATIVE, BUSINESS, AND PROFESSIONAL EXPERIENCE

Consulting Experience

Community Access, 2001.
 The Scroll, Tyler, Texas 2000.
 Howe-Baker, Tyler, Texas. 1999 – 2000.
 Austin Bank, Market Analysis, 1999.
 Cassity Jones. *Focus Group Research.* 1997
 L. Francis, C. Manning, and S. Carson Tyler, Texas. *Consultant. Business Plans.* 1996 to present.
 Savitz Research, Dallas, Texas. *Focus group researcher.* 1995.
 Heart of Tyler/Main Street, Tyler, Texas. *Consultant* - Conducted market research regarding downtown Tyler. The sample consisted of telephone survey to community and mail questionnaire to property owners and businesses. 1995.
 Marathon Oil Company, Tyler, Texas. *Trainer* - Presented seminar on time management. 1995.
 Carrier Corporation, Tyler, Texas. *Trainer.* Conducted training in total quality management and communication techniques. Wrote application for Willis H. Carrier Quality Award. March to August 1991 and May to June 1995.
 All Saints Episcopal School, Tyler, Texas. *Consultant* - Conducted needs assessment, survey of parents. February 1995 to March 1995.
 Wilson, Sheehy, Knowles, Tyler, Texas. *Legal and Research Consultant* -- Conducted regional study regarding the need for health care professionals. 1993 to 1994.
 Tyler Economic Development Council, Tyler, Texas. *Consultant and Market Researcher* - Conducted three labor market surveys and survey on one-half cent sales tax for economic development. 1989, 1991, 1993.
 Longview Economic Development Corp., *Business Research.* Conducted survey on one-half cent sales tax for economic development, (1991)
 NBC 56, KETK, Tyler, Texas. *Market Research and Telemarketing Consultant.* 1990.

- *Focus Group Facilitator.* 1991.
- Market research. Conducted regional survey, 1998.
- Market research. Conducted two regional surveys in two markets. 1991.
- *Consultant* - Prepared and implemented telemarketing campaign. 1993.

 Express Page, Tyler, Texas. *Consultant.* Prepared business plan. July to August 1992.
 Colt Enterprises, Tyler, Texas. *Consultant.* Provided start-up assistance to Colt Enterprises. Training and development of Employee Stock Option Plan (ESOP) company. Compiled a company handbook. 1986 to 1989.
 City of Tyler, *Consultant.* Surveyed 500 citizens to evaluate city services, 1989.
 United Cable of Texas, Tyler, Texas. *Marketing Research Consultant.* 1988.
 TDI, Dallas, Longview, and Tyler, Texas. *Market Researcher.* Market study presented to management. 1987.
 Rose Capital Bank, Tyler, Texas. *Market Researcher.* Conducted mail questionnaire and customer satisfaction survey. 1987.
 Walker Advertising and KLTU, Tyler, Texas. *Market Researcher.* Prepared demographic profile of customers at Superior Mobile Homes. 1986.
 Cassity Jones, Longview and Tyler, Texas. *Market Researcher.* Telephone survey of 400 consumers. 1985.
 Fowler Furniture Company, Tyler, Texas. *Market Researcher.* Two telephone surveys -- sample size 500 each. 1979, 1985.
 Stillerman Jones & Company, Indianapolis, Indiana. *Market Researcher.* Conducted personal interviews with mall shoppers. 1984.
 Omni Development and M. Peak, College Station, Texas. *Market Researcher.* Feasibility study of a new mall. 1984.
 Dunagan Warehouse Corporation, Lufkin, Texas. *Market Researcher.* Feasibility study. 1983.

KLTV, Tyler, Texas. *Market Research Consultant*. To determine effectiveness of KLTV news through surveys. 1974 to 1980.

Bill Day Tire Co., Tyler, Texas. *Marketing Research Consultant*. Two telephone studies (Sample sizes 285 and 350) 1978.

Brookshire Grocery Co., Tyler, Texas. *Market Research Consultant*. 1978.

Ideal Sunbeam Bread, Tyler, Texas. *Marketing Research Consultant*. 1978.

J. Massad Men's Store, Tyler, Texas. *Marketing Research Consultant*. 1978.

McDonald's, Tyler, Texas. *Marketing Research Consultant*. 1978.

Peoples National Bank, Tyler, Texas. *Marketing Research Consultant*. 1978.

Buford Television, Inc., Tyler, Texas. *Research Consultant*. Public perception survey. 1975 to 1977.

Chamness TV & Appliance, Tyler, Texas. *Market Research Consultant*. Conducted telephone survey of 285 consumers. 1977.

DCD Warehouse Company, Tyler, Texas. *Research Consultant*. Conducted feasibility study. 1977.

Gallery of Homes, Tyler, Texas. *Market Research Consultant*. Conducted telephone survey of 286 respondents. 1977.

Heritage National Bank, Tyler, Texas. *Marketing Research Consultant*. Conducted customer satisfaction survey. 1977.

Hightower Lumber Company, Tyler, Texas. *Marketing Research Consultant*. Conducted telephone survey of 261 consumers. 1977.

Holley Motor Company, Tyler, Texas. *Marketing Research Consultant*. Conducted study of automobile purchasers. 1977.

King Chevrolet, Tyler, Texas. *Marketing Research Consultant*. 1977.

Muffler and Custom Shops, Tyler, Texas. *Marketing Research Consultant*. 1977.

Reynolds Penland, Tyler, Texas. *Marketing Research Consultant*. 1977.

The Sportster, Tyler, Texas. *Marketing Research Consultant*. 1977.

Drug Save, Tyler, Texas. *Market Research Consultant*. 1976.

Walker Muffler, Tyler, Texas. *Marketing Research Consultant*. 1976.

Tara Dinner House, Tyler, Texas. *Marketing Research Consultant*. 1975.

ADDITIONAL TRAINING AND SEMINARS TAKEN

Critical Thinking Seminar, UT Tyler, (Summer, 2001)

Teletraining, (Summer, 2000, Spring, 2001).

Worldwide Lessons in Leadership, Covey, Senge, and Peters, Tyler, Texas (1996-2001).

Customer Service Seminar, Chamber of Commerce, Tyler, Texas (1995).

Eisenhower International Trade Conference (1992 to 1994).

Small Business Marketing Strategies, The Main Street America Program, Tyler, Texas (1993).

Crisis Management, University of Nevada, Las Vegas, Nevada (August 1992).

Teaching Business Ethics, Arthur Anderson, St. Charles, Illinois (June 1991).

24 hours computer courses, Tyler Junior College, Tyler, Texas (1986 to 1999), Excel, Word, Windows 98/

Ropes, University Park Hospital, Tyler, Texas (1989).

Effective Presentations, Career Track, Tyler, Texas (1989).

Customer Service Seminar, Career Track, Tyler, Texas (1989).

Image and Self Projection, JBS Seminars, Tyler, Texas (1989).

Information Systems Software, Desk Top Publishing, University of Texas at Tyler, Tyler, Texas (1987) (1988).

Managing Your Brain, Discovery Seminars, Tyler, Texas (1987).

The Power of Ethical Management, Ken Blanchard, **University of Texas at Tyler**, Tyler, Texas (1987).

Sales and Marketing Seminar, SCORE/ACE, Tyler, Texas (1987).

Entrepreneur Symposium, Dallas Small Business Association, Southern Methodist University, Dallas, Texas (1987).

Win/Win Negotiations, Office of Continuing Education, **University of Texas at Tyler**, Tyler, Texas (1986).

Leadership and the One Minute Manager, Ken Blanchard, **University of Texas at Tyler**, Tyler, Texas (1985).

How To Communicate Under Pressure, Institute for the Advancement of Human Behavior, Dallas, Texas (1985).

Time Management, Pro Seminar, Orlando, Florida (November 1982).

Computer Awareness, University of Texas at Tyler, Tyler, Texas (1982).

Stress Management, University of Texas at Tyler, Tyler, Texas (1982).

Free Enterprise Seminar, Texas Association of Business, Lubbock, Texas (1982).

The Art of Managing People, Texas Tech University, Tyler, Texas (1982).
Southern Case Writer's Association Workshop, University of Memphis, Memphis, Tennessee (1976).
Free Enterprise and the American Economic System, Foundation of Economic Education, Houston, Texas (1976).

PRESENTATIONS AND SEMINARS GIVEN

Professional Development Seminar for staff, Robert R. Muntz Library, UT Tyler, Oct., 2001.
Wage and Benefit Survey and Labor Market Survey, East Texas Human Resource Association, Tyler, Texas, September 2001.
Team Building, UT Health Center at Tyler, Summer, 2001.
Leadership Style Matters, Presentation to Tyler Pipe, Tyler, Texas, (November, 2000).
Information Sharing Made Easy, University of Texas at Tyler, Tyler, Texas (August 1996).
Customer Inventory and Employee Tracking, University of Texas at Tyler, Tyler, Texas (July 1996).
Virtual Offices & Alternative Workplaces- Research Findings, University of Texas at Tyler, Tyler, Texas (June 1996).
Doing Business on the Internet & Role of Small Business Institute, University of Texas at Tyler, Tyler, Texas (May 1996).
Everyone Is In Sales, Computer Help Desk, Tyler, Texas (January 1996).
Time Management, Marathon Oil Company, Tyler, Texas (1995).
Main Street Project, Tyler Texas, Heart of Tyler (November 1995).
Time Management, Downtown Business and Professional Women's Association, Tyler, Texas (October 1995).
Young, M., *Communication Techniques*, Carrier Corporation, Tyler, Texas (May to June 1995).
Time Management, CIVITAN, Tyler, Texas (December 1994).
Time Management, Lions Club, Tyler, Texas (January 1994).
Motivating Your Employees, and Marketing Research, Human Relations in Management; Taught courses for U.T. Tyler Office of Continuing Education (1994).
The Small Business Institute, Leadership Tyler, Class V, Tyler, Texas (November 1993).
Time Management, Institute of Management Accountants, Tyler, Texas (April 1993).
Time Management, Association of Club Managers, Dallas, Texas, 1990.
Managing Volunteers; Speaker and Program Committee, Ninth Annual Texas Leadership Conference, April 1990.
Communication and Personal Power, Texas Faculty Association, Austin, Texas, Feb. 1990.
Effective Presentations and Time Management, Medical Administrators of Texas, Austin, March 1990.
Motivation and Delegation, Kiwanis Club, Van, Texas, 1989.
Motivation and Delegation, Trinity Valley Community College, Athens, Texas, 1990.
Time Management, American Association of University Women, Tyler, 1989.
Time Management, Association of Pharmaceutical Salespeople, Tyler, 1989.
Marketing Research for Home-Based Companies, Mt. Pleasant, Texas. Texas A & M Extension Service, 1989.
Motivation Techniques, Lion's Club, Tyler, Texas, 1989. *Time Management*, 1999.
Time Management, Seminars for Better Business Bureau, Longview and Tyler, Texas, 1989.
Marketing Research for Health Professionals. Health Professionals of East Texas, October 1989.
Team Building, Seminar for East Texas State University, Texarkana, 1988.
Team Building, Presented 2-day workshop to management of New Medico, Van, Texas, 1987.
Leadership Styles, Purchasing Agents of East Texas, 1987.
Effective Listening, American Institute of Industrial Engineers, Longview, Texas, 1987.
Time Management, Mobile Nurses, 1987.
Small Business Institute, Workshop for East Texas Business Development and Jobs Creation Task Force, 1987.
Small Business Management, Smith County Extension Office, June 1987.
Small Business Institute at U.T. Tyler, Kilgore Lions Club, 1987.
Interviewing Etiquette, Business Student Organization, U. T. Tyler, 1987.
Time Management Seminar for the MBA Executive Development Program, East Texas State University, Texarkana, Texas, 1986.

Starting and Managing a Successful Small Business, Seminar sponsored by the Small Business Institute, U.T. Tyler, 1986.

Customer/Client Relations for Small Business, Seminar sponsored by the Small Business Institute, U.T. Tyler, 1986.
Starting and Managing a Successful Business, Panel member, Better Business Bureau Seminar, 1986,
Delegation, Purchasing Management Association of East Texas, 1986.
Public Relations, Listening Skills and Dealing With the Public, Workshop for Region VII Education Service Center,
 Kilgore, Texas, 1985.
Successful Resumes and Interviewing: A Seminar on Job Hunting Skills, **Tyler Public Library**, 1984.
 Served on Steering Committee, *Women in Focus Workshop* sponsored by The Governor's Commission for Women at
 U.T. Tyler, 1984. Presented workshop, *Job Interviewing Techniques*, 1984.
Time Management U. T. Tyler Bariatrics Class in Health and Physical Education Department, 1984.
Time Management Techniques, Goal Setting, and Listening Skills, Seminars for Aetna Life and Casualty,
 Spring-Summer, 1984.
Time Management, Child Nurture Club, U. T. Tyler, 1984.
 Presented book review on management for Tyler Public Library, 1984.
Job Interviewing Skills, Business Students Organization, 1984.
Time Management, Sales and Marketing Executives, 1983.
 Served on Assessment Committee to select Director of Personnel, City of Tyler, 1983.
Time Management, East Texas Estate Planning Council, 1983.
Time Management for Teachers, Teacher Center Symposium, U.T. Tyler, 1983.
Writing a Resume to Get the Job, Tyler Public Library, 1983.
Time Management and the Electronic Office, Seminar for clients of Story-Wright, Tyler, Texas, 1983.
How to Have Productive Employees During a Recession, Delta Drilling Co. Presented to top management, 1982.
Writing a Resume to Get the Job, Workshop for Tyler Public Library, Tyler, and Texas, 1982.
Time Management, National Association of Accountants, Tyler Area Chapter, 1982.
The Power of Communication, Talented Youth Seminar, U.T. Tyler, Continuing Education. 1982.
Decision Making: A Critical Managerial Skill, Seminar at U.T. Tyler, Continuing Education, 1982.
Effective Leadership, Seminar for U.T. Tyler Continuing Education, 1982.
Communication for Managers, Seminar for U.T. Tyler Continuing Education, 1982.
Communication in Purchasing, Purchasing Management Association of East Texas, 1981.
Time Management, Social Security Administration, Tyler and Palestine, 1981.
Motivation Through Job Enrichment, Seminar for International Management Council, Tyler, Texas, May 1981.
Effective Leadership Styles, Alphi Chi Faculty Lecture Series, 1981.
Management Concepts, Tyler Area Council of Camp Fire, Inc., 1980.
Women Mean Business, Women's Career Conference, Longview Mall, Longview, Texas, 1980.
Motivation of Employees, American Business Women's Association, 1979.
Leadership and Personnel Management, Seminar presented to Tyler Jaycees, 1978.
 Judge for Secretary of the Year, National Secretaries Association Tyler, Texas, 1978.
 Eight-Week Training Program for Supervisors, National Security Bank, 1978.
 Management by Objectives, Seminar for Mother Frances Hospital, Tyler, Texas, 1977.
 Participated in Spring Workshop, Region VII Community School Association, Frankston, 1977.
Marketing and Management of the YMCA, Program for Regional YMCA Conference held in Tyler, Texas, 1976.
Job Enrichment, Tyler Lions Club, 1975.
 Conducted the following seminars for the Tyler International Management Council, *Understanding Employee*
Attitudes, Performance Appraisal, Motivating Wage Earners, and Transactional Analysis, Tyler, Texas, 1975.
 Small Business Institute's Case Projects for years 1985-1997 = 197 cases

INSTITUTIONAL, PROFESSIONAL, AND COMMUNITY SERVICE

Institutional Service:

The University of Texas at Tyler

University Level Committees:

Safety Committee (2001-Present)
IATV Committee (2001-Present)
Standards Committee (2000-2001)
Animal Research Committee (1996-1997).
Public Affairs (1994- 1995).
Human Subjects Committee (1995-1996).
Environmental Committee Chair (1995-1996).
Student Judicial Hearing Officer Panel (1992-1994) (1995- 1996).
Continuing Education Committee (1993- 1994).
Continuing Education/Public Service Committee (1994-1996). Chair (1994 - 1995).
Public Service Committee (1993-1994).
Calendar Committee, Chair, 1991-1993.
Continuing Education, 1990.
Council on Economic Development, 1988- 1992.
University Curriculum Committee, 1988-90, 1984-85.
Business Affairs, 1987-88.
Strategic Planning, 1985-86.
Hearing Committee, Elected, 1984-86.
Faculty Welfare, 1983-1984.
Interdisciplinary Review Committee, 1983-84.
Admissions Committee, 1983-84.
Academic Committee, University Self Study, 1982-83.
Bilingual Education Committee, 1982-83.
The Japanese Committee, 1982-83.
Graduate Studies, 1981.
Faculty Senate, Senator and Vice President, 1980-1982, 1974-1976.
Faculty Awards Committee, 1980-1981, 1997-2000.
Self-study, Southern Association, Standard II, Organization & Management, 1980-1981.
Piper Award Committee, 1980-81.
Student Affairs, Member and Chairperson, 1980-83.
Housing Committee, 1979-1980.
Scholarship Committee, 1977-79.
Committee on Committees, 1976.
Faculty Benefits, 1976.
Nominating Committee, TACT, 1975.
Committee to Revise Teacher Evaluation, 1975.
Special Events Committee, 1974-75.
Convocations and Commencement, Marshall and Member, 1974- 1982.
University Public Affairs Committee, 1994.

Faculty Research Symposium, University of Texas at Tyler, Tyler, Texas (February 1996).

Alumni Study, University of Texas at Tyler, Tyler, Texas (May 1992).

University Level Presentations:

Assistance Needs and Trade Barriers & Small Businesses,

COLLEGE OF BUSINESS ADMINISTRATION

President, UT Tyler Chapter Beta Gamma Sigma 1998 – present.

Faculty Resources CIT, Member 2000.

AACSB Self-study, Chairman 1992-199

Chair, Faculty Development and Composition CIT Team, 1993.

Member, Mission CIT 1993-Present. Chair (2000-2001)

Computer Committee, 1989-90, 1993-94.

Chairperson, Dean's Search Committee, 1984- 1986.

Tenure Committee, and Promotion Committee, 1985-86, 1987-89, 1989-1990. 1992-93.

Chairman, Business School Curriculum Committee, 1983, 1993.

Faculty Senate Representative, 1980-82, 1974-76.

Faculty sponsor and organizer of Association of Business Students, 1976- 1981.

Conducted several marketing studies regarding the image of the University and follow-up studies of graduates. Presented findings to the Administration

School of Business Administration Level Committees:

AACSB Self-study, Program Coordinator and Chair, Mission CIT (1994-1996). Mission Continuous Improvement Team (1996-2000).

Member, Dean's Search Committee (1994–1995).

AACSB Self-study Faculty Composition and Development, Chair (1994- 1995).

Graduate Program Advisory Committee (1993-1995).

Ad Hoc Committee Core Course Requirement (1994).

Tenure and Promotion Committee (1985–present).

Computer Committee (1989- 1996).

Chair, Curriculum Committee (1992-1993).

Community Service and Activities

Leadership Tyler Class III, 1993.

Boy Scouts, Advisor, Computer Explorer Group

Tyler Women's Commission

Tyler Together Steering Committee

Leadership Tyler Alumni

National Center for Employee Ownership
Zonta

Purchasing Agent's Assn. of East Texas

Tyler Area Chamber of Commerce



Area Chamber
of Commerce

April 11, 2002

Davis Dickson
Airport Administrator
Tyler Pounds Field
P.O. Box 2039
Tyler, TX 75710

Dear Mr. Dickson:

The Tyler Area Chamber of Commerce is pleased to serve as the private sector partner with the City of Tyler to work on increasing air service for Tyler Pounds Field.

The Chamber of Commerce has been a longtime supporter and booster of growing and improving air service in Tyler. We have helped the city develop facilities, upgrade aviation infrastructure, and market to various airlines. We have also worked closely with the business, education, and government sectors to encourage their use of the airport and to "Fly Tyler".

We pledge our continued support of the city's efforts to expand air service at Tyler Pounds Field. We appreciate your efforts to attract the financial resources needed to achieve that goal.

Sincerely,


Steve Manley, Chairman, TACC

Cc: Jeff Warr, Chairman-Aviation Committee, TACC
Jeff Austin, III, Council Chairman-Area Development, TACC
Anna Hayes, Resource Development Specialist, City of Tyler

315 North Broadway

Tyler, Texas 75702

903.592.1661

Fax 903.593.2746

<http://www.tyler-texas.com>



— Convention &
— Visitors Bureau

315 North Broadway

Tyler, Texas 75702

903.592.1661

Fax 903.593.1268

<http://www.tylertexas.com>

April 10, 2002

Davis Dickson
Airport Administrator
Tyler Pounds Field
P.O. Box 2039
Tyler, Texas 75710

Dear Mr. Dickson:

The Tyler Convention & Visitors Bureau (CVB) is pleased to support the City of Tyler's endeavors to increase air service for Tyler Pounds Field.

The CVB recognizes the need for quality air service to ensure the continued growth of our local tourism industry. We pledge our continued support of the city's current efforts to expand this service.

We applaud your efforts to improve air travel in Tyler and to attract the financial resources needed for this endeavor.

Sincerely,

A handwritten signature in black ink, appearing to read "Janet Fair".

Janet Fair, Chairman
Tyler Convention & Visitors Bureau

cc: Anna Hayes, Resource Development Specialist, City of Tyler

By: GREG JUNEK, Business Editor

April 16, 2002

The Azalea and Spring Flower Trail is over, but visitors are still visiting Tyler, Janet Fair, Convention & Visitors Bureau chairman, told the Tyler Area Chamber of Commerce board of directors Tuesday. (April 17, 2002)

The Azalea and Spring Flower Trail is over, but visitors are still visiting Tyler, Janet Fair, Convention & Visitors Bureau chairman, told the Tyler Area Chamber of Commerce board of directors Tuesday.

"We made over \$2,000 for the Step on Guide (program) with Historic Tyler," Ms. Fair said.

Economic impact of the trail, March 22-April 7, has not been determined.

Ms. Fair said the Step on Guide was a program in which the CVB participated with Historic Tyler Inc. Volunteer guides showed visitors historic sites and the money collected from visitors for the tours went to Historic Tyler.

Board Chairman-elect Felicity Reedy asked directors to vote on a proposed slate of officers who will take their positions in October.

The board approved the positions of Dr. Mil Clark, Business Development Council chairman-elect; Jeff Warr, Area Development Council chairman-elect; Rocky Gill, Membership Services Council chairman-elect; Bob Garrett, treasurer; and Jenny Price, CVB chairman.

Also Tuesday, the directors approved the chamber serving as the private sector partner with the city of Tyler in participating for a prospective grant to be used in promoting Tyler Pounds Field Airport.

Area Development Council Chairman Jeff Austin III said Airport Manager Davis Dickson had asked the chamber to be the private sector partner.

"We're not exactly sure of the specific dollar amount yet that we could receive, but this is a positive aspect going forward," Austin said.

He said the Aviation Committee has postponed soliciting any other airlines to serve Pounds. But the committee will contact Continental Airlines later this summer about the prospect of it bringing service back into Tyler.

Dan Benson, Business Development Council chairman, said Business Expo 2003 is progressing on schedule. Two corporate sponsors and seven of eight prime sponsor groups have been sold.

Benson also introduced Dr. Isaura Flores, who has established an office at the chamber to help businesses owned by Spanish-speaking citizens.

She is the assistant administrator of the University of Texas at Tyler College of Business and Technology.

Also Tuesday, the board:

- Heard the announcement that Tricia Diaz of Clear Channel Communications was named Contactor of the Month.



April 9, 2002

Davis Dickson
Airport Manager
Tyler Pounds Field Airport
150 Airport Dr. Suite 201
Tyler, Texas 75704

Dear Mr. Dickson,

The Airport Advisory Board was excited to hear about the City of Tyler's efforts to compete for funds allocated as a part of the small community air service development pilot program.

Even before the events of September 11, 2001, Tyler's air service **has** been at concerning levels that impair the ability to serve our region appropriately. This region **has an** essential need to have more than one choice of airlines and to have access to multiple hubs in the National air transportation system. The benefits of the small community air service development program could be tremendous to improve our critical air service needs and complement the addition of Tyler's new terminal facility scheduled to be operational in the summer of 2002.

With this in mind, the Tyler Airport Advisory Board fully supports your efforts to compete for assistance through this program to improve air service for Tyler and the East Texas region.

Respectfully,

Loren Bennett
Chairman of the Tyler Airport Advisory Board